

coffee talk

Tune in for a Jolt of Info To Go!

TODAY on COFFEE TALK...

- **PreK Webinars, Words Their Way Webinars & Libraries Promotions - Jean Higginbotham**
- **PD Toolkit - Meredith Fossel**
- **Driving Q4 Revenue with Promotions - Katie Lauffer**

PreK Webinars, Words Their Way Webinars & Libraries Promos

October 14, 2015

Jean Higginbotham

Product Marketing Manager, Supplemental

PreK Webinar Series



www.pearsonschool.com/pre-k-education

PreK Catalog

PEARSON
Pre-K
Your Partner in Preparing Our Youngest Learners for School!



Integrated Curriculum

Focus on Skills

School Readiness

Support for Teachers

Assessment

and More!

PEARSON ALWAYS LEARNING

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COMPREHENSIVE, INTEGRATED CURRICULUM & ASSESSMENT

3 Opening the World of Learning™ "OWL"
Make every moment count with playful, purposeful, personalized resources

HOME CONNECTION (INSTILL A LOVE OF READING)

4 Read Together, Talk Together™
Interactive reading with family involvement

SPECIFIC SKILL FOCUS

SCHOOL READINESS (SOCIAL, EMOTIONAL)

5 I See I Learn® at School
Model positive behaviors to ensure school readiness

MATHEMATICS

6 Nita's Notebook
Intentional, hands-on mathematics activities tied to OWL stories

Nita's Playbook
Tools, Manipulatives, and Instructional Methods covering a variety of math skills

PRE-READING

7 Ready Readers®
Build foundational reading skills with accessible books for early readers

8 Sing, Spell, Read and Write®
Develop readiness and early literacy skills in an engaging, multi-sensory way

INFORMATIONAL TEXTS

9 iGems
Expose early readers to informational text

TEACHER SUPPORT

10 Professional Development Services
Product-specific on-site and 24/7 on-demand training to ensure fidelity of implementation
Additional offerings for professional growth and improving practice

14 Effective Practices in Early Childhood Education
Builds on the framework of Developmentally Appropriate Practice

OBSERVATIONAL ASSESSMENT

15 The Work Sampling System®, Fifth Edition
Observational assessments of children's development

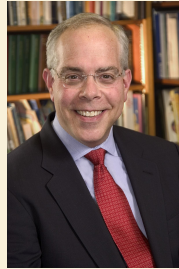


ISBN: 9780328875368

Words Their Way Author Webinars

Donald Bear and Lori Helman present *The Why, What and How of Word Study in English and Spanish*

November 4th: 4pm Eastern



Shane Templeton presents *Words Their Way and Effective Balanced Literacy Instruction*

November 18th: 6pm Eastern



Words Their Way Libraries Q4 Promotion!

End-of-Year **Special 25% Discount** with Promo Code **WTWLB**

WORDS THEIR WAY[®] • ***PALABRAS A SU PASO***[™]

Word Study in Action Developmental Model Libraries

Target: Current Words Their Way customers

QUESTIONS?



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PD Toolkit

October 14, 2015

Meredith Fossel

Executive Editor, C&I and Literacy (Higher Ed)

Words Their Way and *Vocabulary Their Way* Series PDToolkit

Supports:

Words Their Way: Word Study for Phonics, Vocabulary, and Spelling Instruction 5e and 6e

Words Their Way: PreK-K

Vocabulary Their Way 2e

Words Their Way for English Learners

Have You Registered? If not, go to pdtoolkit.pearson.com and register as an Educator using Access Code: HESWTW-EMAIL-BORAK-DEWAN-MIMIR-BALES

PDToolkit Resources

(For Internal Use Only)

[A Fact Sheet about the WTW PD books and toolkit, and how they all fit together](#)

[An FAQ sheet about the PD Toolkit itself](#)

For Customers:

<http://pdtoolkit.pearson.com/faq/index.html>

Tech Issues?

<http://pdtoolkit.pearson.com/support/index.html>

After a tech support ticket has been opened, if the issue is unresolved you may contact Media Producer Michael Goncalves (michael.goncalves@pearson.com) with a cc to Media Team Lead Autumn Benson (autumn.benson@pearson.com). *If you contact Michael or Autumn you **must** have a **tech support ticket number** in order for them to effectively help resolve your customer's problem.*

QUESTIONS?



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Driving Q4 Revenue with Promos

October 14, 2015

Katie Lauffer

**Director of Product Management and Marketing-
Humanities**

Quarter 4- Promotion Push!!!

GOAL: Develop promotions to help support as much take in revenue for 2015.

- Reviewed past sales history over the years
- Did in-depth research on what products typically sell during Q4
- Looked at funding individual teachers have available
- Reviewed the FWO costs associated with the products to ensure optimal take-in revenue
- Worked with the Specialist VP of Sales as others on the sales team

Humanities, Literacy, and Science- Elementary

BUY 3, GET 1 FREE - Leveled Readers 6-Packs

- **Promotion:** From now through December 31st Buy 3, Get 1 FREE! Purchase any combination of Leveled Readers and get your 4th product FREE! *You Choose Your Own Leveled Reader Library!*
- **Programs:** Scott Foresman Leveled Readers, myWorld SS LRs, Interactive Science LRs, and iOpener LRs- (both English and Spanish)

LIMITED TIME OFFER!

BUY 3 GET 1 FREE

Pearson's K-6 Leveled Readers

Purchase ANY 3 Leveled Reader Six-Packs from select Pearson titles* and Get 1 Six-Pack Free! Now through December 15, 2015!

interactive SCIENCE

Reading Street
COMMON CORE

iOpeners

PEARSON my World
social studies

For more information, contact your Sales Representative today!

*iOpeners Titles include: Interactive Science, myWorld Social Studies, Reading Street, iOpeners and Scott Foresman, MyWorld Social Studies

USE PROMO CODE: BUY3
Visit PearsonSchool.com

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Humanities

BUY 3, GET 1 FREE - K-12 Humanities Worktext and Workbooks

- **Promotion:** From now through December 31st Buy 3 Workbooks, Get 1 FREE! Purchase any combination of K-12 Humanities Workbooks and get your 4th product FREE!
- **Programs:** myWorld SS, myWorld Geography, myWorld History, new 8-12 Next Gen Social Studies, and Realidades

BUY 3 GET 1 FREE!

Purchase ANY 3 Workbooks or Worktexts from Pearson Social Studies and World Languages (Core Programs) and Get 1 Free!

USE PROMO CODE: BUYS
Now through December 15, 2015

PEARSON SOCIAL STUDIES inspires students to explore their world. All of our K-12 social studies programs are designed to prepare students to be college and career ready. It's essential to the 21st century classroom and in achieving the Common Core State Standards and the College Career and Civic Life (C3) Framework.

PEARSON REALIDADES provides standards-based instruction that seamlessly integrates vocabulary, grammar, communication, culture, and digital learning.

myWorld (Social Studies, Geography, History)
Realidades (Spanish)

American History, Economics, United States History, American Government

PearsonSchool.com/Humanities-Offers
For more information, contact your Humanities Specialist today!

AGM Name
Account General Manager
909.979.9999
AGM.Name@pearson.com

*Some Region Titles include: World Social Studies, United States History, United States Geography, American History 2014, US History 2014, World History 2014, Geography & Social Studies 2014, Economics 2014, and Government.
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Science

BUY 3, GET 1 FREE - K-12 Science Worktext and Workbooks

- **Promotion:** From now through December 31st Buy 3 Worktext or Workbooks, Get 1 FREE! Purchase any combination of K-8 Interactive Science Worktext and Workbooks and get your 4th product FREE!
- **Programs:** Interactive Science, Project STEM, Language Central for Science, Miller & Levine Biology, Pearson Chemistry, Pearson Environmental Science, Pearson Earth Science, CP Physics, CP Physical Science, and Marine Science.

BUY 4 MODULES, GET DIGITAL FOR ONLY \$10!

- **Promotion:** Now through December 31, 2015---Purchase ANY 4 Middle Grades modules of Interactive Science (Student Edition + 7-year Digital Courseware) and get additional digital modules for only \$10 each! Teach your way, at a discount!
- **Programs:** Middle Grades NGSS Interactive Science

LIMITED TIME OFFER!

BUY 3 GET 1 FREE

Pearson's K-12 Science Workbooks

Purchase ANY 3 Workbooks or Worktexts from Pearson Science (Core Programs*) and Get 1 Free! Now through December 31st, 2015!



*Core Programs: Title Author: Interactive Science, Project STEM, Language Central for Science, Miller & Levine Biology, Pearson Chemistry, Pearson Environmental Science, Pearson Earth Science, CP Physics, CP Physical Science, and Marine Science.

For more information, contact your Sales Representative today!

USE PROMO CODE: BUY3
Visit PearsonSchool.com/Science

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LIMITED TIME OFFER!

BUY 4 MODULES, GET DIGITAL FOR ONLY \$10!

Pearson Science

Now through December 31, 2015---Purchase ANY 4 Middle Grades modules of *Interactive Science* (Student Edition + 7-year Digital Courseware) and get additional digital modules for only \$10 each! Teach your way, at a discount!



For more information, contact your Sales Representative today!

Use the following Promo Codes to receive an additional 7-year student license for \$10:

• MGS1 for Science and Technology	• MGS2 for Cells and Heredity
• MGS2 for Earth's Structures	• MGS3 for The Universe of Life
• MGS3 for Earth's Surface	• MGS4 for Human Body Systems
• MGS4 for Matter and the Atmosphere	• MGS5 for Forces and Energy
• MGS5 for Astronomy and Space Science	• MGS6 for Ecology and the Environment
• MGS6 for Ecology and the Environment	• MGS7 for Forces and Energy
	• MGS8 for Introduction to Chemistry

Visit PearsonSchool.com/Science

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How we are promoting!

- **Flyers**- PDF sales flyer for each promotion complete with order forms: <https://drive.google.com/a/pearson.com/folderview?id=0B-4hZzlwIzQcQ0t6SG9UMUtlG8&usp=sharing>
- **Email**- Create heavily targeted emails to specific customers by developing a series of emails including: an announcement, a reminder, and a last chance to save blast. Track open-rates and clicks.
- **Web**- Develop a page on PearsonSchool.com that will list out the 2015 promotions.
- **Communication and Promotion** - Develop a communication plan for customers to excited about the promotions.
 - Buzz Newsletter
 - Promote through customer newsletters
 - Promote at Q4 tradeshow (ACTFL, NCSS, NSTA) and AGM workshops

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